

**LONDON**  
MUSEUM  
DEVELOPMENT

# Museums survey 2018

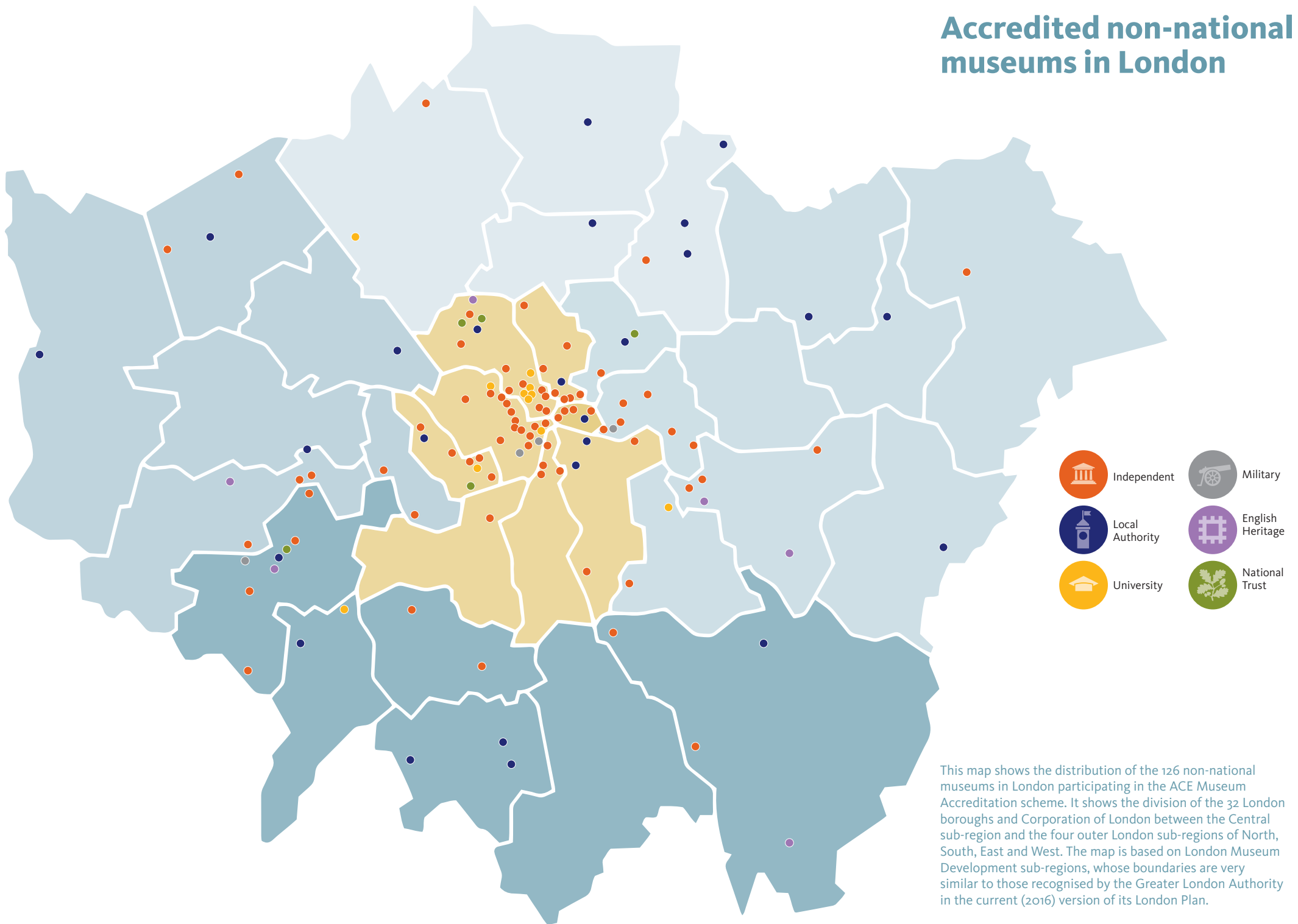
# Headlines



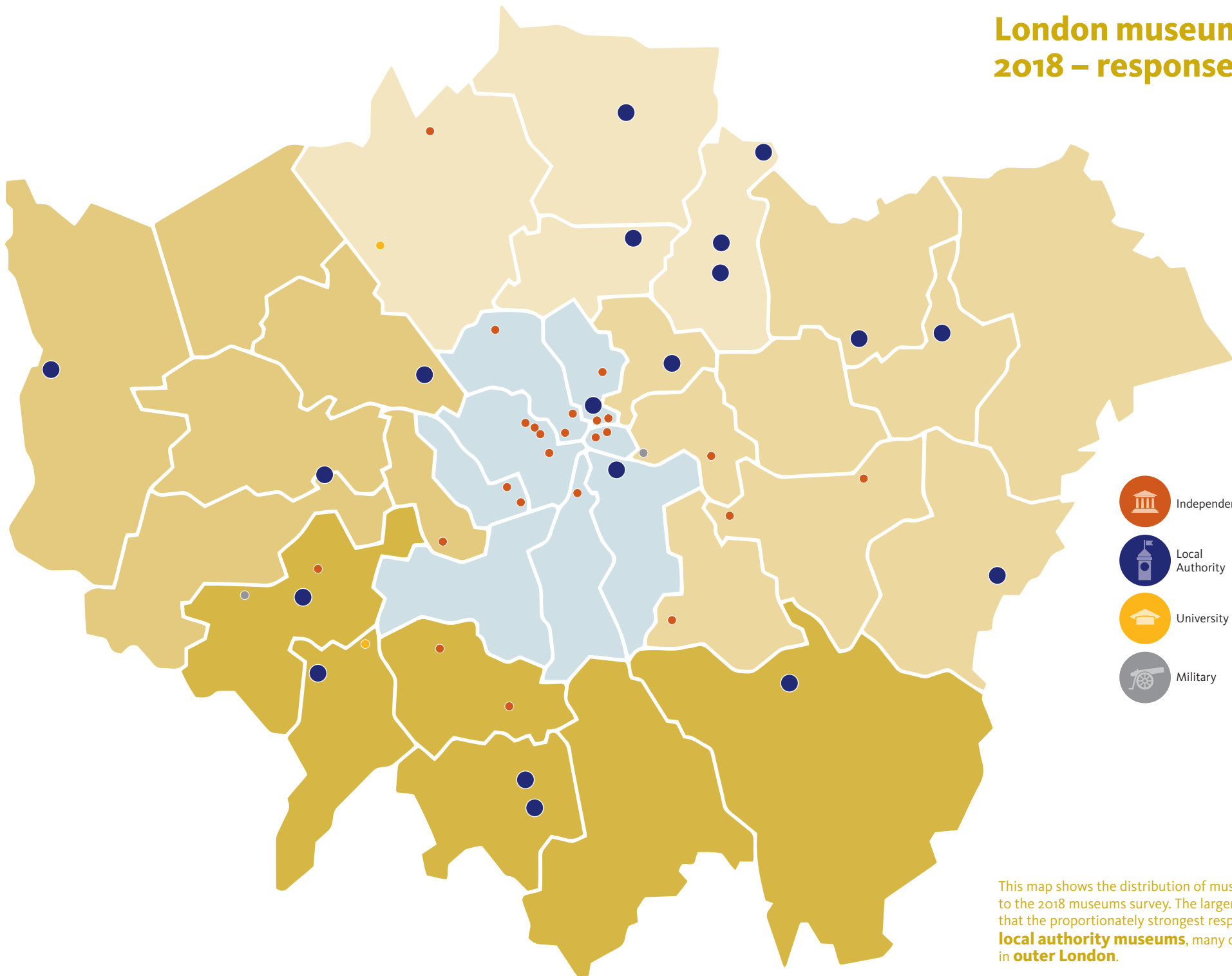
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# Accredited non-national museums in London



# London museums survey 2018 – responses



This map shows the distribution of museums responding to the 2018 museums survey. The larger size blue dots show that the proportionately strongest response was from **local authority museums**, many of which are located in **outer London**.

# Museums survey 2018

The paper presents the headline findings of the first annual survey of the non-national museums sector in London. The government's 2017 Mendoza Review of the English museum sector highlighted the importance of accurate data to the health of the sector. Nationally sponsored museums already report consistent data direct to government.

**Arts Council England (ACE)-funded Museum Development programmes across England have been requested to support a similar consistent approach to the collection of data across Accredited non-national museums in England.**

Over the coming years this data will provide a comprehensive understanding at both region and national level of the museum sector to highlight trends and support benchmarking and advocacy.

In this first year of the survey across the 126 London non-national museums within the Museum Accreditation scheme, the overall return rate was 38%. Whilst respectable for a first year, this does not yet enable us to draw conclusions about the overall character of the non-national sector in London. **As a sub-group however, local authority museums showed by far the strongest return, with 19 out of 23 museums (83%) responding to** all or part of the survey. This statistically more robust return naturally leads to a focus on this part of the sector in reporting the headlines of the first year.

The many iconic museums and other cultural attractions located in central London boroughs have undisputed national and international reach. Yet the ability of people to access culture in outer London remains a major challenge<sup>1</sup>. **Most of London's local authority museums are in the outer boroughs, where they are a key part of the much smaller cultural ecology that exists there.** As with many other local authority services, they have suffered cuts in core funding over the last 10 years and their financial position remains precarious.

A few of these museums hold collections of regional or national significance. Others holding social history collections of local relevance have a pre-eminent reputation in community engagement work. Some have been successful in securing significant external capital or revenue funding. **All of them are strong on telling local stories and fostering a sense of place and community identity,** an ability strengthened for many by being located alongside borough archive services.

The maps in the centre pages show the distribution of local authority museums, and the strong return they made in this year's survey. **The infographics on the back page summarise the achievements of local authority museums, and provide a glimpse of the contribution they make to the cultural and economic life of the capital.**

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<sup>1</sup> Mayor of London's Culture Strategy, Greater London Authority 2018

# Local authority museums in London – the detail

The survey recorded **526,000 visitors to local authority museums in 2017-18** – that's over **half a million visits** made to services which are located mainly in outer London boroughs. The average number of visitors received by local authority museums was nearly **30,000**<sup>2</sup>.

When assessed in terms of size and scale, many of these local authority **museums could be considered small**, with an average staffing complement of just 5.5 full time equivalent. **However, classifying them in terms of visitor numbers shows the reach they have and the value for money they represent:**

- 1 local authority museum is 'extra-large', with more than 100,000 visitors
- 2 local authority museums are 'large', with more than 50,000 visitors
- 11 local authority museums are 'medium', with more than 10,000 visitors
- 4 are 'small' with visitor numbers under 10,000

The **economic impact** of the visits reported by 18 local authority museums can be conservatively estimated at £10.43m – that's an average of over half a million pounds per borough. Spending on goods and services reported by 11 local authority museums resulted in another £2.5m of local economic impacts, on average a further quarter of a million pounds value per borough<sup>3</sup>.

**27% of the visits** to local authority museums **were by children**<sup>4</sup>. This compares well to the overall proportion achieved by national museums of 17% over the same period<sup>5</sup>.

Moreover local authority museums show great flexibility in how they deliver services to schools and educational organisations, with nearly **2,000 on and off-site sessions engaging a total of over 67,000 participants**<sup>6</sup>. This shows the contribution that local authority museums are making at borough level in **supporting learning and educational attainment objectives**, despite many having lost their specialist education staff over last 8 years.

Local authority museums also perform well in making their services more resilient. In stark comparison to central London, the entire culture sector in 16 of London's outer boroughs secures less than £1m annually in funding awards from DCMS and ACE<sup>7</sup>. Local authority museums however work hard to mitigate the effects of this imbalance, with **each achieving on average £357,000 in self-generated income and capital investment** in 2017-18.<sup>8</sup>

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<sup>2</sup> 18 LA museums received 525,798 visitors at an average of 29,211 per museum

<sup>3</sup> Figures derived using calculators in Association of Independent Museums/DC Research economic impact toolkit

<sup>4</sup> The 8 LA museums reporting a breakdown showed an average of 27% child visits

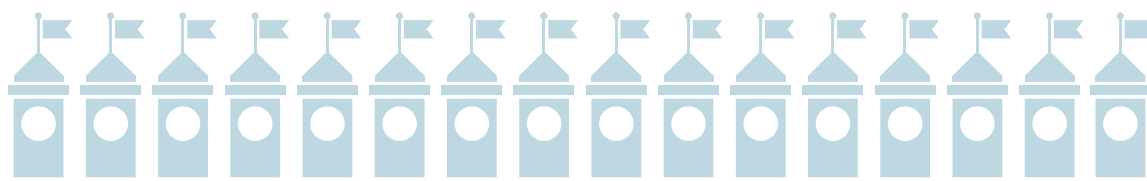
<sup>5</sup> DCMS sponsored museums and galleries annual performance indicators 2017-18

<sup>6</sup> 15 LA museums reporting a total of 1869 on-site sessions reaching 58,172 participants; 8 LA museums reporting a total of 109 off-site sessions reaching 9,329 participants

<sup>7</sup> London Councils website, 2016 figures

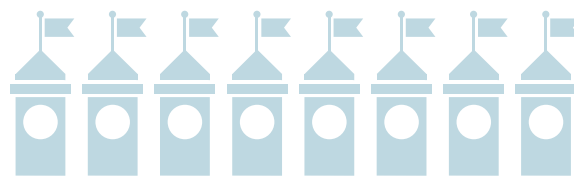
<sup>8</sup> 15 LA museums achieved a total of £5,355,705 earned, grant and contributed income and capital investment at an average of £357,047 per museum

# Local authority museums in London



2017-18

Over **half a million visitors** mainly in **outer London**, and at an average of nearly **30,000** per museum



Small staff numbers, on average

**5.5 full-time equivalent**

per museum, but big visitor reach:



**1 museum is extra-large with more than**

**100,000 visitors**

**2 are large with more than**

**50,000 visitors**

**11 are medium with more than**

**10,000 visitors**

**4 are small with under 10,000 visitors**

**27%**

of visits were by **children** compared to just 17% for national museums over the same period



**2,000 educational sessions** engaged a total of over **67,000** participants

## ECONOMIC IMPACT OF THESE MUSEUMS

at least **£13m**

at an average of nearly



**£3/4 million** per borough

## SELF-GENERATED INCOME



On average, **£357,000 per museum** most of this generated in **outer London**

